

Garnett Tourism Advisory Committee
Meeting Minutes
January 18, 2023

The Garnett Tourism Advisory Committee met on Wednesday, January 18, 2023, in the Commission Room at City Hall. The meeting was called to order at 4:35 p.m. with the following members present: Tom Emerson, Jr., Chairman, Paula Wallace, Vice-Chair and committee members Krystal Baugher and Helen Norman. Absent were Nicole Stevenson and Laurel Ladwig. Also present was Kris Hix, Director of Community Development and Tourism.

Approval of Minutes

A motion was made by Helen Norman. and seconded by Paula Wallace to approve the minutes of November 30, 2022, as written. The motion passed unanimously (4-0).

Financial Report

The cash balance of the Transient Guest Tax Fund as of January 1, is \$66,916.57.

A motion was made by Tom Emerson, Jr. and seconded by Helen Norman to file the financials as submitted. The motion passed unanimously (4-0).

New Business

Transient Guest Tax Application-Anderson County Corn Festival (Cornstock)

The committee requested the amount granted on the 2022 application due to the large increase in the funding request for 2023. The 2022 application requested \$4,900, and the 2023 application requested \$8,300. The committee reviewed both submissions and discussed the additional advertising listed as follows: Canva (Rack Cards/Mailings), Hulu Ad Manager, Youtube/Google for ads, KOFO Radio, MyTown Media (Radio), KIKS (Radio), Nash Icon (Radio) and Great Plains Media (Radio). Stations are out of Topeka, KCMO, Lawrence, KSU, Iola, Burlington, and Ottawa. The committee discussed the possible reach of all avenues of advertising, though questioned the effectiveness of Hulu. Helen Norman stated that the amount requested was almost one third of the total budget for the year, and there was discussion as to if this would become a problem later. Chairman Tom Emerson, Jr. stated that this was the premier tourism event for the area and Helen Norman made a motion to recommend the application be sent to the Commission for review. The motion was seconded by Chairman Tom Emerson, Jr. The motion passed unanimously. (4-0)

Transient Guest Tax Application- The Chamber Players Community Theatre

The Chamber Players Community Theatre submitted their application for the amount of \$4,500 which would cover advertising for their entire year of shows. Chairman Tom Emerson, Jr. explained the changes in how the Ottawa Herald will be doing their advertising this year, and the committee was satisfied with the amount requested. Helen Norman made a motion recommending that the application be sent to the Commission for approval. Co-Chair Paula Wallace seconded the motion. The motion passed unanimously. (4-0)

The strategic plan was tabled at this time.

Staff Report

Kris Hix reported that the website was live, and that updates and modifications would be taking place over the next few months. She stated that Special Event agreements would be on the agenda for the January 24, 2023 City Commission meeting and that the TGT applications would be submitted as well. She also shared with the committee that she had accepted the City's offer, and would be the new Director for Community Development/Tourism.

Adjournment

With no other business to come before the committee, Chairman Tom Emerson, Jr. made a motion to adjourn the meeting. Nicole Stevenson seconded the motion. The motion passed unanimously (5-0). The meeting adjourned at 5:03 p.m.

The next meeting will be held on Wednesday, February 8, 2023, at 4:30 p.m. in the Commission Room at City Hall.

Minutes respectfully submitted by Kris Hix, Director of Community Development/Tourism